[Document title]   Abstract

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[Problem]   To provide a two-color print data generating apparatus, two-color print data generating method, and data storage medium for generating two-color print data based on color-converted image data in which the color of each pixel in full-color data that is the print object is converted to a print color printable by means of a background color, main color, or secondary color.

[Means for solving the problem] color-reduced image data generator 201 converts data for a full-color image that is the print object to reduced-color image data reduced to a specific number of colors. color conversion unit 202 generates color-converted image data in which the specified colors to which the reduced-color image data is reduced are converted to colors that can be printed by the printer. print data conversion unit 203 converts the color converted color-converted image data to two-color print data that can be printed using two colors. color conversion selection unit 204 sets the color conversion method and sets specific color conversion parameters based on the selected color conversion method.

[Selected figure]   Fig. 33